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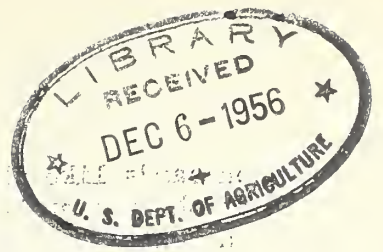
BOOK NUMBER

914255

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BEAT THE COST OF 4-COLOR ENGRAVINGS

By Lyman J. Noordhoff
with cooperation from--and apologies to--
Al Bond, Hal Taylor, and their publications editors

Here's a low-cost way to beat a high-cost problem. Use 3-color engravings on postcards to show poisonous weeds in color, with control recommendations on the back.

Washington State originated the idea and Wyoming adopted it. Cost per copy was just under $1\frac{1}{2}$ cents for 40,000 copies (10,000 each of 4 weeds) at Washington, says Al Bond, and just under 3 cents for 30,000 (5,000 each of 6 weeds) at Wyoming, says Hal Taylor. "Demand has been something terrific" at Wyoming, while Washington county agents have snapped up their supplies pronto.

I've written Al and Hal for a report on their experiences and for copies. Sorry, we have only one set of samples for each State (sent to the extension editor). Here's a rundown on Al's and Hal's reports:

In Washington the idea originated as a PNW (Pacific Northwest) regional publication about 1951. The idea was to use color pictures with short descriptions and boiled-down control recommendations to call attention to the weeds. Cards would be easy for agents to use and they'd be written in most readable language. But the expense of color cuts sidetracked the idea--until Maggie Nielsen, Washington's extension publications editor, learned of low-cost, 3-color engravings from a California company at the 1953 Berkeley AAACE convention.

Interest perked up immediately. In fact, Weed Specialist Henry Wolfe had been prodding Al all along and was more than glad to limit his copy to the available space.

They used 2 by 2 color slides taken by Wolfe. Although they were better than average slides, the engraver had some trouble with them but was able to cope. It would be better to use Ektochrome, says Al (Wyoming did this on one side).

Washington's college printshop had some production trouble in printing, but solved it all right. They feel it's necessary to have printers experienced with 3-color engravings. Their card is printed on 10-point enamel. They printed it four up, of course, to save on costs.

Washington's costs were \$205 for plates and \$450 for printing.

The Washington card was designed for agents to mail out to farmers. It is frankable in its present form if agents staple a transmittal slip between the two halves of the card. However, this is a "stopgap" correction and not to be encouraged. Actually, mailing rules require that

on cards like this, the cooperative heading (not used here) must appear at the top of the copy on the card, with the signature or printed name of the extension agent or specialist shown.

As for Wyoming's experience, Hal says they got the idea from Washington through a Wyoming specialist. Wyoming decided to issue theirs in their Leaflet series--hence the lighter weight paper and lack of mailing permit.

Five of the original color photos were 35 millimeters. Hal took the other (of death camas) on $2\frac{1}{4}$ by $2\frac{1}{4}$ Ektachrome, using a 4 by 5 Speed Graphic with roll film adapter. "We thought the biggest fault with the 35-millimeter shots was the background," writes Hal, "so we're now trying to get specialists to use Potomac Velour paper for background instead of colored bristolboard. Next time we hope to have cleaner-looking backgrounds. The fuzzy coating of Potomac Velour cuts down reflections better."

"Previously we had a station bulletin (for sale, now free) and a free Extension circular on poisonous weeds. Material was a bit technical, though, and acceptance wasn't very good. These new jobs, however, have created quite a turmoil. Folks like them because the color helps to identify the weeds and the copy--rewritten by Gerald Jenny and the author--is a bit easier to understand. Now everyone wants something similar."

Biggest problem the jobs have created, adds Hal, is the old one of "where to draw the line with color." Folks see these and think everything is going to create as much acceptance just because of color. We've had to turn thumbs down on all requests for color unless color is absolutely essential to identification--such as plant disease subjects, some entomology problems and so forth. Our budget won't stand a constant pressure of color jobs, even though Spectratone plates are relatively inexpensive.

As for costs, we printed six leaflets at once for a total cost of \$544. Engravings are Spectratone--three-color--and cost \$320 for the six jobs. We printed 5,000 of each job on 80-pound Cellugloss enamel. We'll use 100-pound stock in the next set to be printed probably this spring.

Wyoming's costs are higher than Washington's, probably because after planning with the printer to run all six jobs at once on one sheet of paper, something happened--"I dunno what," says Hal--so they had to print on two forms. As you can see, they saved one run by using blue for the type run.

Naturally, Wyoming's leaflet also is frankable. Notice that it is one of their Leaflet series, not a separate postcard

Ideas like this are one important thing that makes any information office click. We've all certainly borrowed from others and contributed in return. I would appreciate your report on ideas that have worked for you, to pass them along to other States.

